Hal E. Hershfield

Anderson School of Management
University of California, Los Angeles
Email: hal.hershfield@anderson.ucla.edu
http://www.anderson.ucla.edu/faculty/hal.hershfield

ACADEMIC POSITIONS

2026 – present	Roger A. Enrico Chair in Marketing
2021 – present	Professor of Marketing and Behavioral Decision Making Anderson School of Management, UCLA
2021 – present	Professor of Psychology, UCLA
2020 – 2026	UCLA Anderson Board of Advisors Endowed Term Chair in Management
2019 – 2021	Associate Professor of Psychology, UCLA
2017 – 2021	Associate Professor of Marketing and Behavioral Decision Making Anderson School of Management, UCLA
2014 – 2017	Assistant Professor of Marketing Anderson School of Management, UCLA
2011 – 2014	Assistant Professor of Marketing Stern School of Business, New York University
	Affiliated Appointment in Psychology, New York University
2009 – 2011	Postdoctoral Fellow and Visiting Assistant Professor Kellogg School of Management, Northwestern University

EDUCATION

2009	Ph.D.	Psychology, Stanford University Thesis: Thinking About Tomorrow: The Role of Time Horizons in Emotional Experience and Intertemporal Decision-Making Committee: Laura Carstensen (chair), Brian Knutson, Lee Ross, Al Bandura
2001	B.A.	Psychology and English, *Magna Cum Laude*, Tufts University

RESEARCH INTERESTS

Judgment and decision making, consumer financial decision-making, behavioral economics, long-term thinking, time perspective, temporal discounting, mixed emotions, well-being

AWARDS AND HONORS

2026	Award for Teaching Excellence in Full-Time MBA Program
2025	Robert B. Cialdini Prize, Society for Personality and Social Psychology
2024	Award for Teaching Excellence in Full-Time MBA Program
2024	Behavioral Science and Policy Association Publication Award
2022	Dean's Award for Doctoral Mentoring
2021	Fellow, Society for Personality and Social Psychology
2021	Niedorf "Decade" Teaching Award
2021	Behavioral Science and Policy, Honorable Mention Best Paper Award
2018	Citibank Teaching Award
2017	Eric and "E" Juline Faculty Excellence in Research Award
2017	George J. Robbins Assistant Professor Teaching Award
2017	*Poets & Quants* 40 Under 40 Top Business School Professors
2017	Fellow, Society of Experimental Social Psychology
2011	Association for Psychological Science Rising Star Award
2011	Kellogg School of Management Teaching Impact Award
2008	Theoretical Developments in Social Gerontology Best Paper (award finalist), Gerontological Society of America
2008	Albert H. and Barbara Hastorf Award for Teaching, Stanford University
2006	Stanford University Centennial Teaching Assistant Award
2004 – 2007	Bay Area Affective Science Training Program
2001	Joanne Mary Sullivan Award for Psychology, Department of Psychology, Tufts University

BOOK

1. Hershfield, H. E. (2023). *Your Future Self: How to Make Tomorrow Better Today*. New York: Little, Brown Spark.

PEER REVIEWED JOURNAL ARTICLES PUBLISHED

1. Trupia, M. G., Mogilner Holmes, C., & Hershfield, H. E. (in press). The experience of time poverty. *Journal of Personality and Social Psychology*.

2. Rude, E., Shiri, A., Affonso, F., Hershfield, H. E., & Fox, C. R. (in press). When are less precise predictions more credible? *Journal of Experimental Psychology: General*.

3. Hershfield, H. E., Shu, S., Brown, J. R., Hurwitz, A., Milevsky, M. A., Mitchell, O. S., & Toland, T. (in press). Barriers, behavior, and policy paths to lifetime income: The annuity puzzle revisited. *Behavioral Science & Policy*.

4. De La Rosa, W., Bechler, C. J., Hershfield, H. E., Rino, G., Hatch, R., Chan, C., & Giannella, E. (in press). Improving income elicitation to increase income reporting: Evidence from two large-scale field experiments among benefit applicants. *Management Science*.

5. Greenberg, A. E., Payne, J. W., Shu, S. B., Spiller, S. A., & Hershfield, H. E. (2026). Guided recommendations for another influence Social Security claiming choices for the self. *Judgment and Decision Making, 21*, e27.

6. Weber, M., Spiller, S. A., Hershfield, H. E., & Shu, S. B. (2026). Inflow neglect: Forecasting failures after stocks run out. *Journal of Experimental Psychology: General, 155*(4), 1006-1023.

7. Poonsiriwong, R., Archiwaranguprok, C., Albrecht, C., Yin, P., Powdthavee, N., Hershfield, H. E., Lertsutthiwong, M., Winson, K., & Pataranutaporn, P. (2026). Simulating life paths with digital twins: AI-generated future selves influence decision-making and expand human choice. In *Proceedings of the Augmented Humans International Conference 2026 (AHs '26)* (pp. 264-278). Association for Computing Machinery.

8. Albrecht, C., Archiwaranguprok, C., Poonsiriwong, R., Chen, A., Yin, P., Lertsutthiwong, M., Winson, K., Hershfield, H. E., Maes, P., & Pataranutaporn, P. (2026). Future You: Designing and evaluating multimodal AI-generated digital twins for strengthening future self-continuity. In *Proceedings of the 31st International Conference on Intelligent User Interfaces (IUI '26)*. Association for Computing Machinery.

9. Reiff, J. S., Rudkin, A. F., Sundby, S. E., & Hershfield, H. E. (2025). Perspective-taking in capital punishment decisions. *Behavioural Public Policy*, 1-21.

10. Duckworth, A. L., Ko, A., Milkman, K. L., Kay, J. S., Dimant, E., Gromet, D. M., ... & Van den Bulte, C. (2025). A national megastudy shows that email nudges to elementary school teachers boost student math achievement, particularly when personalized. *Proceedings of the National Academy of Sciences*, *122*(13), e2418616122.

11. Hershfield, H. E., Brimhall, C. I., & Kerbel, S. (2025). Exploring the distribution and correlates of future self-continuity in a large, nationally representative sample. *Judgment and Decision Making*, *20*, e9.

12. Pataranutaporn, P., Winson, K., Yin, P., Lapapirojn, A., Ouppaphan, P., Lertsutthiwong, M., ... & Hershfield, H. E. (2024). Future you: a conversation with an AI-Generated future self reduces anxiety, negative emotions, and increases future self-continuity. In *2024 IEEE Frontiers in Education Conference (FIE)* (pp. 1-10). IEEE.

13. Christensen, K. L., Hershfield, H. E., & Maglio, S. J. (2024). Back to the present: How direction of mental time travel affects similarity and saving. *Journal of Consumer Research*, *51*(4), 761-774.

14. Bergstrom, T., Reiff, J., Mogilner, C., & Hershfield, H. E. (2024). A broad view of time predicts greater subjective well-being. *Personality and Individual Differences*, *225*, 112663.

15. *Bogard, J. E., *Reiff, J. S., Caruso, E. M., & Hershfield, H. E. (2024). Social inferences from choice context: Dominated options can engender distrust. *Organizational Behavior and Human Decision Processes, 183*, 104337.

16. Vlasceanu, M., Doell, K. C., Bak-Coleman, J. B., Todorova, B., Berkebile-Weinberg, M. M., Grayson, S. J., ... & Lutz, A. E. (2024). Addressing climate change with behavioral science: A global intervention tournament in 63 countries. *Science Advances*, *10*(6), eadj5778.
    Winner of Behavioral Science and Policy Association's 2024 Publication Award & Society for Personality and Social Psychology's 2025 Robert B. Cialdini Prize

17. Doell, K. C., Todorova, B., Vlasceanu, M., Bak-Coleman, J. B., Pronizius, E., Schumann, P., ... & Lutz, A. E. (2024). The International Climate Psychology Collaboration: Climate change-related data collected from 63 countries. *Scientific Data, 11*, 1066.

18. Ganschow, B., Zebel, S., Van der Schalk, J., Hershfield, H. E., & Van Gelder, J. L. (2024). Adolescent stressful life events predict future self-connectedness in adulthood. *The Journal of Early Adolescence*, *44*(9), 1188-1218.

19. Robalino, J. D., Fishbane, A., Goldstein, D. G., & Hershfield, H. E. (2023). Saving for retirement: A real-world test of whether seeing photos of one's future self encourages contributions. *Behavioral Science & Policy*, *9*(1), 1-9.

20. Sussman, A. B., Hershfield, H. E., & Netzer, O. (2023). Consumer financial decision making: Where we've been and where we're going. *Journal of the Association for Consumer Research*, *8*(4), 365-372.

21. Greenberg, A. E., Hershfield, H. E., Shu, S. B., & Spiller, S. A. (2023). What motivates Social Security claiming age intentions? Testing behaviorally informed interventions alongside individual differences. *Journal of Marketing Research*, *60*(6), 1052-1070.
    Finalist for 2024 Paul E. Green Best Paper Award.

22. Corbett, C. J., Hershfield, H. E., Kim, H., Malloy, T. F., Nyblade, B., & Partie, A. (2022). The role of place attachment and environmental attitudes in adoption of rooftop solar. *Energy Policy*, 162, 112764.

23. Milkman, K. L., Gandhi, L., Patel, M. S., Graci, H. N., Gromet, D. M., Ho, H., ... & Duckworth, A. L. (2022). A 680,000-person megastudy of nudges to encourage vaccination in pharmacies. *Proceedings of the National Academy of Sciences*, *119*(6), e2115126119.

24. Larsen, J. T., Hershfield, H. E., Cazares, J. L., Hogan, C. L., & Carstensen, L. L. (2021). Meaningful endings and mixed emotions: The double-edged sword of reminiscence on good times. *Emotion, 21*(8), 1650-1659.

25. Galoni, C., Goldsmith, K., & Hershfield, H. E. (2021). When does intoxication help or hurt my case? The role of emotionality in the use of intoxication as a discounting cue. *Journal of the Association for Consumer Research, 6*(3), 342-349.

26. Carstensen, L. L., & Hershfield, H. E. (2021). Beyond stereotypes: Using socioemotional selectivity theory to improve messaging to older adults. *Current Directions in Psychological Science*, *30*(4), 327-334.

27. Sharif, M. A., Mogilner, C., & Hershfield, H. E. (2021). Having too little or too much time is linked to lower subjective well-being. *Journal of Personality and Social Psychology, 121(*4), 933-947.

28. Maglio, S. J. & Hershfield, H. E. (2021). Pleas for patience from the cumulative future self. A commentary on Ainslie. *Behavioral and Brain Sciences, 44*.

29. Kappes, H. B., Gladstone, J. J., & Hershfield, H. E. (2021). Beliefs about whether spending implies wealth. *Journal of Consumer Research, 48*(1), 1-21.

30. Walters, D. J., & Hershfield, H. E. (2020). Consumers make different inferences and choices when product uncertainty is attributed to forgetting rather than ignorance. *Journal of Consumer Research, 47*(1), 56-78.

31. Hershfield, H. E., Shu, S., & Benartzi, S. (2020). Temporal reframing and participation in a savings program: A field experiment. *Marketing Science, 39*(6), 1039-1051.
    2021 Behavioral Science and Policy Association Best Paper Award, Honorable Mention

32. Maglio, S. J., Wong, O., Rabaglia, C. D., Polman, E., Reich, T., Huang, J. Y., Hershfield, H. E., & Lane, S. P. (2020). Perceptions of collaborations: How many cooks seem to spoil the broth? *Social Psychological and Personality Science, 11*(2), 236-243.

33. Hershfield, H. E., & Maglio, S. (2020). When does the present end and the future begin? *Journal of Experimental Psychology: General, 149*(4), 701-718.

34. Greenberg, A.E., Sussman, A.B., & Hershfield, H. E. (2020). Financial product sensitivity predicts financial health. *Journal of Behavioral Decision Making, 33*(1), 15-26.

35. Reiff, J. S., Hershfield, H. E., & Quoidbach, J. (2020). Identity over time: Perceived similarity between selves predicts well-being ten years later. *Social Psychological and Personality Science, 11*(2), 160-167.

36. Hershfield, H. E., & Alter, A. L. (2019). On the naturalistic relationship between mood and entertainment choice. *Journal of Experimental Psychology: Applied, 25*(3), 458-476.

37. Meyer, M. L., Hershfield, H. E., Waytz, A. G., Mildner, J., & Tamir, D. I. (2019). Creative expertise is associated with transcending the here and now. *Journal of Personality and Social Psychology, 116*(4), 483-494.

38. Greenberg, A. E. & Hershfield, H. E. (2019). On shifting consumers from high-interest to low-interest debt. *Financial Planning Review*, *2(*1), e1035.

39. Greenberg, A. E. & Hershfield, H. E. (2019). Financial decision making. *Consumer Psychology Review, 2*(1), 17-29.

40. Hershfield, H. E. (2019). The self over time. *Current Opinion in Psychology, 26*, 72-75.

41. Hershfield, H. E., John, E. M., & Reiff, J. S. (2018). Using vividness interventions to improve financial decision making. *Policy Insights from the Behavioral and Brain Sciences*, *5*(2), 209-215.

42. Rutchick, A. M., Slepian, M. L., Reyes, M. O., Pleskus, L. N., & Hershfield, H. E. (2018). Future self-continuity is associated with improved health and increases exercise behavior. *Journal of Experimental Psychology: Applied*, *24*, 72-80.

43. Mogilner, C., Hershfield, H.E., & Aaker, J. (2018). Rethinking time: Implications for well-being. *Consumer Psychology Review*, *1*, 41-53.

44. Dwyer, R., Dunn, E., & Hershfield, H. E. (2017). Cousins or conjoined twins: How different are meaning and happiness in everyday life? *Comprehensive Results in Social Psychology, 2*(2-3), 199-215.

45. Hershfield, H.E. & Alter, A.L. (2017). Context matters: How macroeconomic forces may alter the reception of negative emotions in art. A commentary on Menninghaus, et al. *Behavioral and Brain Sciences, 40*.

46. Madrian, B., Hershfield, H.E., Sussman, A.B., Bhargava, S., Huettel, S., Jamison, J., Johnson, E., Meier, S., Rick, S., & Shu, S. (2017). Behaviorally informed policies for household financial decisionmaking. *Behavioral Science & Policy, 3*, 27-40.

47. Larsen, J.T., Hershfield, H.E., Stastny, B.J., & Hester, N. (2017). On the relationship between positive and negative affect: Their correlation and co-occurrence. *Emotion*, *17*, 323-336.

48. Goldstein, D.G., Hershfield, H.E., & Benartzi, S. (2016). The illusion of wealth and its reversal. *Journal of Marketing Research, 53*, 804-813.

49. Hershfield, H.E.*, Mogilner, C.*, & Barnea, U. (2016). People who choose time over money are happier. *Social Psychological and Personality Science, 7*, 697-706.

50. Hershfield, H.E.*, Sussman, A.B.*, O'Brien, R.L., & Bryan, C.J. (2015). Leveraging psychological insights to encourage the responsible use of consumer debt. *Perspectives on Psychological Science, 10*, 749-752.

51. Tully, S.M., Hershfield, H.E., & Meyvis, T. (2015). Seeking lasting enjoyment with limited money: Financial constraints increase preference for material goods over experiences. *Journal of Consumer Research, 42*, 59-75.

52. Venkatraman, V., Dimoka, A., Pavlou, P., Vo, K., Hampton, W., Bollinger, B., Hershfield, H.E., Ishihara, M., & Winer, R. (2015). Predicting advertising success beyond traditional measures: New insights from neurophysiological methods and market response modeling. *Journal of Marketing Research, 52*(4), 436-452.

53. Van Gelder, J-L, Luciano, E., Kranenbarg, M., & Hershfield, H.E. (2015). Friends with my future self: Longitudinal vividness intervention reduces delinquency. *Criminology, 53*(2), 158-179.

54. Waytz, A., Hershfield, H.E.*, & Tamir, D.I.* (2015). Mental simulation and meaning in life. *Journal of Personality and Social Psychology, 108,* 336-355.

55. Hershfield, H.E. & Roese, N.J. (2015). Dual payoff scenario warnings on credit card statements elicit suboptimal payoff decisions. *Journal of Consumer Psychology, 25,* 15-27.

56. Alter, A.* & Hershfield, H.E.* (2015). Reply to Kühne et al.: Still good evidence that people search for meaning when they approach a new decade in chronological age. *Proceedings of the National Academy of Sciences, 112*, E1171.

57. Alter, A.* & Hershfield, H.E.* (2014). People search for meaning when they approach a new decade in chronological age. *Proceedings of the National Academy of Sciences, 111,* 17066-17070.

58. Hershfield, H.E., Bang, H.M., & Weber, E.U. (2014). National differences in environmental concern and performance are predicted by country age. *Psychological Science, 25,* 152-160.

59. van Gelder, J-L, Hershfield, H.E., & Nordgren, L.F. (2013). Vividness of the future self predicts delinquency. *Psychological Science, 24*(6), 974-980.

60. Hershfield, H.E., Scheibe, S., Sims, T., & Carstensen, L.L. (2013). When feeling bad can be good: Mixed emotions benefit physical health across adulthood. *Social Psychological and Personality Science*, *4*(1), 54-61.

61. Bryan, C.J. & Hershfield, H.E. (2012). You owe it to yourself: Boosting retirement saving with a responsibility-based appeal. *Journal of Experimental Psychology: General, 141*(3), 429-432.

62. Adler, J.* & Hershfield, H.E.* (2012). Mixed emotional experience is associated with and precedes improvements in psychological well-being. *PLoS ONE, 7*(4), 1-10.

63. Hershfield, H.E., Cohen, T., & Thompson, L. (2012). Short horizons and shady situations: When lack of continuity to our future selves leads to unethical behavior. *Organizational Behavior and Human Decision Processes, 117*, 298-310.

64. Hershfield, H.E. (2011). Future self-continuity: How conceptions of the future self transform intertemporal choice. *Annals of the New York Academy of Sciences, 1235*(1), 30-43.

65. Hershfield, H.E., Goldstein, D.G., Sharpe, W.F., Fox, J., Yeykelis, L., Carstensen, L.L., & Bailenson, J. (2011). Increasing saving behavior through age-progressed renderings of the future self. *Journal of Marketing Research, 48*, S23-S27.

66. Carstensen, L.L., Turan, B., Scheibe, S., Ram, N., Ersner-Hershfield, H., Samanez-Larkin, G.R., Brooks, K., & Nesselroade, J.R. (2011). Emotional experience improves with age: Evidence based on over 10 years of experience sampling. *Psychology and Aging, 26*(1), 21-33.

67. Ersner-Hershfield, H., Galinsky, A., Kray, L., & King, B. (2010). Country, company, connections: Counterfactual origins increase patriotism, organizational commitment, and social investment. *Psychological Science, 21*(10), 1479-1486.

68. Zhang, X., Ersner-Hershfield, H., & Fung, H.H. (2010). Age differences in poignancy in two different cultures: Cognitive reappraisal as a moderator. *Psychology and Aging, 25*(2), 310-320.

69. Levitt, J., Kubicki, M., Nestor, P.G., Ersner-Hershfield, H., Westin, C.F., Alvarado, J.L., Kikinis, R., Jolesz, F.A., McCarley, R.W., & Shenton, M.E. (2010). A diffusion tensor imaging study of the anterior limb of the internal capsule in schizophrenia. *Psychiatry Research: Neuroimaging, 184*(3), 143-150.

70. Ersner-Hershfield, H., Carvel, D.S., & Isaacowitz, D.M. (2009). Feeling happy and sad, but only seeing the positive: Poignancy and the positivity effect in attention. *Motivation and Emotion, 33*(4), 333-342.

71. Ersner-Hershfield, H., Garton, M.T., Ballard, K., Samanez-Larkin, G.R., & Knutson, B. (2009). Don't stop thinking about tomorrow: Individual differences in future self-continuity account for saving. *Judgment and Decision Making, 4*(4), 280-286.

72. Ersner-Hershfield, H., Wimmer, G.E., & Knutson, B. (2009). Neural evidence for self-continuity in temporal discounting. *Social Cognitive and Affective Neuroscience, 4*(1), 85-92.

73. Ersner-Hershfield, H., Mikels, J. A., Sullivan, S., & Carstensen, L. L. (2008). Poignancy: Mixed emotional experience in the face of meaningful endings. *Journal of Personality and Social Psychology*, 94, 158-67.

74. Kuroki, N., Shenton, M.E., Salisbury, D.F., Hirayasu, Y., Onitsuka, T., Ersner-Hershfield, H., Yurgelun-Todd, D., Kikinis, R., Jolesz, F.A., & McCarley, R.W. (2006). Middle and inferior temporal gyrus matter volume abnormalities in first-episode schizophrenia: An MRI study. *American Journal of Psychiatry, 163,* 2103-2110.

75. Kubicki, M., Maier, S.E., Westin, C.F., Mamata, H., Ersner-Hershfield, H., Estepar, R., Kikinis, R., Jolesz, F.A., McCarley, R.W., & Shenton, M.E. (2004). Comparison of single-shot echo planar and line scan protocols for diffusion tensor imaging. *Academic Radiology, 11*(2): 224-232.

76. Kubicki, M., Westin, C.F., Maier, S.E., Mamata, H., Frumin, M., Ersner-Hershfield, H., Kikinis, R., Jolesz, F.A., McCarley, R.W., & Shenton, M.E. (2002). Diffusion tensor imaging and its application to neuropsychiatric disorders. *Harvard Review of Psychiatry, 10*, 324-336.

*Equal contribution

WORKING PAPERS

1. Shu, S., Hershfield, H. E., Mason, R., & Benartzi, S. (2022). Reducing savings gaps through pennies versus percent framing. *SSRN Working Paper No. 4042843*.

CHAPTERS IN BOOKS

1. Yin, P. & Hershfield, H. E. (in press). The development of future-self concepts in adolescence.

2. Hershfield, H.E. & Bartels, D. (2018). The future self. In Oettingen, G., Sevincer, A.T., & Gollwitzer, P.M. (eds). *The Psychology of Thinking about the Future* (89-109). The Guilford Press.

3. Morewedge, C. & Hershfield, H.E. (2015). Consumer prediction: Forecasted utility, psychological distance, and their intersection. In Norton, M., Rucker, D., & Lamberton, C. (eds.). *The Cambridge Handbook of Consumer Psychology* (pp. 65-89). New York, NY: Cambridge University Press.

4. Kray, L.J., Hershfield, H.E., George, L., & Galinsky, A.D. (2013). Twists of fate: Moments in time and what might have been in the emergence of meaning. In Markman, K., Proulx, T., & Lindberg, M. (eds.). The Psychology of Meaning. Washington, D.C.: American Psychological Association.

5. Hershfield, H.E., Brown, C.B., & Kray, L.J. (2013). Any second could be *the* second: How thinking about what might have been affects the emergence of meaning and commitment across the life span. In Routledge, C. & Hicks, J. (eds.). *The Experience of Meaning in Life: Classical Perspectives, Emerging Themes, and Controversies*.

OTHER

1. Fuchs, V. & Ersner-Hershfield, H. (2008). Inequality in length of life. *Stanford Institute for Economic Policy Research Policy Brief*. Stanford, CA.

INVITED TALKS

University of Pennsylvania, Wharton, *Marketing*	Spring 2027
Bocconi University, *Marketing*	Fall 2027
University of Florida, *Marketing*	February 2027
Erasmus University, *Marketing*	March 2026
Duke University, *Marketing Camp*	March 2026
M.I.T., Media Lab Advancing Humans with AI Lecture Series (Virtual)	May 2025
UCLA, *Communications Department*	April 2025
Harvard University, HBS, *Marketing*	April 2025
University of Minnesota, *Marketing Camp*	April 2024
University of Texas, Austin, *Marketing & Psychology*	April 2024
HEC Business School, *Marketing Camp*	November 2023
University of Colorado, Boulder, Consumer Financial Decision Making Conference, Keynote Speaker	May 2023
The Ohio State University, *Marketing Camp*	April 2023
American University, *Marketing* (Virtual)	March 2023
University of Pennsylvania, Wharton, *Legal Studies & Business Ethics*	February 2023
Monash University, *Marketing* (Virtual)	May 2022
University of Bochum, Recent Debates in Situated Cognition Seminar Series	April 2022
York University, Schulich School of Business, *Marketing* (Virtual)	November 2021
Purdue University, *Social Psychology*	March 2021
University of Pennsylvania, Wharton, *Behavioral Change for Good Seminar*	October 2020
Jindal Global Business School, *Centre for Research in Emerging Economies*	September 2020
University of Chicago, Booth, *Financial Decision-Making Meeting*	September 2020
Yale University, *Marketing*	April 2019
National University Singapore, *Public Policy*	August 2018
Behavioral Science & Policy Association	May 2018
INSEAD, *Marketing Camp*	May 2018
Consumer Financial Protection Bureau	March 2018
University of California, Riverside, *Marketing*	February 2018
The National Academies of Sciences, Engineering, and Medicine	June 2017
University of Chicago, Booth, *Behavioral Science*	May 2017
University College London, *Experimental Psychology*	April 2017
Indiana University, Kelley, *Marketing*	April 2017
Cornell University, *Behavioral Economics and Decision Research*	March 2017
University of Arizona, Eller, *Marketing*	November 2016
University of Toronto, Rotman, *Marketing*	November 2015
UCSD, Rady, *Marketing*	March 2015
Duke University, Fuqua, *Marketing*	March 2015
USC, *Social Psychology*	January 2015
UCLA, *Social Psychology*	November 2014
UCSD, *Social Psychology*	November 2014
UC Berkeley, Haas, *Marketing*	January 2014
Stanford University, GSB, *Marketing*	January 2014
Harvard University Business School, *NOM*	January 2014
UCLA, Anderson, *Behavioral Decision Making*	October 2013
USC, Marshall, *Marketing*	October 2013
Princeton University, *Social Psychology*	September 2013
HEC Business School, *Marketing*	April 2013

University of Maastricht, *Finance*	April 2013
Harvard University Business School, *NOM*	March 2013
University of Pennsylvania, Wharton, *Marketing*	March 2013
Temple University, Fox, *Marketing*	February 2013
Yale University, *Psychology*	February 2013
Hewlett Foundation	February 2012
Carnegie Mellon University, *Behavioral Decision Research*	October 2011
NYU, *Social Psychology*	October 2011
Purdue University, *Consumer Science*	June 2011
Yale University, *Center for International Finance*	May 2011
University of Colorado, Leeds, *Marketing*	November 2010
Dartmouth, Tuck, *Marketing*	November 2010
NYU, Stern, *Marketing*	October 2010
UCLA, Anderson, *Marketing*	September 2010
Purdue University, *Psychology & Gerontology*	January 2010
Northwestern University, *Psychology*	October 2009
Northwestern University, Kellogg, *Management*	March 2009
USC, *Psychology & Gerontology*	January 2009

SELECTED CONFERENCE PRESENTATIONS AND SYMPOSIUM ORGANIZATION

1. Hershfield, H. E., Sharif, M., & Mogilner, C. (2021). *The relationship between discretionary time and well-being*. Talk presented at Society for Personality and Social Psychology Annual Conference, online.

2. Hershfield, H. E., Shu, S., & Benartzi, S. (2020). *Exploring methods to democratize savings*. Talk presented at Association for Consumer Research Conference, online.

3. Christensen, K., Hershfield, H. E., & Maglio, S. J. (2019). *Reversing mental time travel to affect saving behavior.* Talk presented at Association for Consumer Research Conference, Atlanta, GA.

4. Sharif, M., Mogilner Holmes, C., & Hershfield, H. E. (2018). *The effects of being time poor and time rich on happiness.* Talk presented at Association for Consumer Research Conference, Dallas, TX.

5. John, E., Hershfield, H. E., & Shu, S. (2018). *A theory of goal maintenance: A distinct and vivid pre-goal self predicts post-goal maintenance behavior*. Talk presented at Association for Consumer Research Conference, Dallas, TX.

6. Reiff, J., Hershfield, H. E., & Quoidbach, J. (2018). *Examining the link between predicted identity change and future well-being*. Talk presented at Association for Consumer Research Conference, Dallas, TX.

7. Kappes, H.B., Gladstone, J., & Hershfield, H.E. (2018). "Financial consequences of believing that spending signals wealth." Paper presented at the Behavioral Decision Research in Management conference, Boston, MA.

8. Hershfield, H. E., Mogilner Holmes, C., & Aaker, J. (2017). *Rethinking time for well-being*. Talk presented at Association for Consumer Research Conference, San Diego, CA.

9. Hershfield, H.E. & Maglio, S. (2017). *When does the present end and the future begin?* Paper presented at the Judgment and Decision Making PreConference at the Society for Personality and Social Psychology, San Antonio, TX.

10. Greenberg, A.E. & Hershfield, H.E. (2016). *Debt aversion and the trajectories of psychological pain*. Paper presented at the Association for Consumer Research Conference, Berlin, Germany.

11. Hershfield, H.E. & Mazar, N. (2016). *Consumer financial decision-making*. Symposium organized for the 10th Triennial Choice Symposium, Lake Louise, Canada.

12. Hershfield, H.E. & Kramer, L. (2016). *Examining the effect of social distance on financial decision-making*. American Economic Association Annual Meeting, San Francisco, CA.

13. Hershfield, H.E. (2015). *Consider the future self*. Paper presented at the Center for the Study of Time's Conference on New Directions in Time Research, Reykjavik, Iceland.

14. Alter, A. & Hershfield, H.E. (2015). *Approaching a new decade leads to a search for meaning*. Paper presented at the University of Southern California Service Operations and Consumer Behavior Workshop, Los Angeles, CA.

15. Goldsmith, K. & Hershfield, H.E. (2014). *Why observers are more forgiving of our self-indulgent behavior when the behavioral context is atypical*. Paper presented at the Society for Judgment and Decision Making Annual Conference, Long Beach, CA.

16. Goldsmith, K. & Hershfield, H.E. (2014). *Having your cake and eating it too: Why self-indulgence is judged less harshly in atypical behavioral contexts.* Paper presented at the Association for Consumer Research North American Conference, Baltimore, MD.

17. Alter, A. & Hershfield, H.E. (2014). *Approaching a new decade leads to a search for meaning*. Paper presented at the Association for Consumer Research North American Conference, Baltimore, MD.

18. Maglio, S. & Hershfield, H.E. (2014). *When does the future start?* Paper presented at the Society for Personality and Social Psychology Annual Conference, Austin, TX.

19. Hershfield, H.E., van Gelder, J-L, & Nordgren, L.F. (2014). *Vividness of the future self predicts unethical behavior*. Paper presented at the Society for Personality and Social Psychology Annual Conference, Austin, TX.

20. Hershfield, H.E. & Roese, N. (2013). *Dual payoff warnings on credit card statements elicit suboptimal payoff decisions.* Paper presented at the Marketing in Israel Conference, Herzliya, Israel.

21. Tully, S.M., Hershfield, H.E., & Meyvis, T. (2013). *Making limited discretionary money last: Financial constraints increase preference for material purchases by focusing consumers on longevity*. Paper presented at the Society for Consumer Psychology Annual Conference, Miami, FL.

22. Tully, S.M., Hershfield, H.E., & Meyvis, T. (2013). *Making limited discretionary money last: Financial constraints increase preference for material purchases by focusing consumers on*

longevity. Paper presented at the Association for Consumer Research Annual Conference, Chicago, IL.

23. Hershfield, H.E., Galinsky, A.D., & Roese, N. (2013). *Wanting What Almost Wasn't: Counterfactual Reflection Heightens Valuation of Branded Products*. Paper presented at the Association for Consumer Research Annual Conference, Chicago, IL.

24. Roese, N. & Hershfield, H.E. (2013). *Dual payoff warnings on credit card statements elicit suboptimal payoff decisions.* Paper presented at the American Psychological Association Annual Conference, Honolulu, HI.

25. Hershfield, H.E., Cohen, T., & Thompson, L. (2012). *Short horizons and tempting situations: Lack of continuity to our future selves leads to unethical decision making and behavior*. Paper presented at the Association for Consumer Research Annual Conference, Vancouver, Canada.

26. Hershfield, H.E. & Adler, J. (2012). *Mixed emotional experience is associated with and precedes improvements in psychological well-being*. Paper presented at the Association for Consumer Research Annual Conference, Vancouver, Canada.

27. Hershfield, H.E., & Galinsky, A.D. (2012). *Respect for the elderly predicts national and individual saving*. Paper presented at the Society for Consumer Psychology International Conference, Florence, Italy.

28. Goldstein, D. G. & Hershfield, H. (2012). Perceived adequacy of income in retirement among working and retired populations. Paper presented at Boulder Summer Conference on Consumer Financial Decision Making.

29. Hershfield, H.E. & Goldstein, D.G. (2012). *Making the future self more vivid to increase retirement saving*. Paper presented at the European Marketing Association Conference, Lisbon, Portugal.

30. Hershfield, H.E. & Thompson, L. (2012). *Short horizons and tempting situation: Lack of continuity to our future selves leads to unethical decision making and behavior*. Paper presented at the Society for Personality and Social Psychology Annual Conference, San Diego, CA.

31. Hershfield, H.E. & Cohen, T. (2012). *Psychological Approaches to Understanding and Preventing Unethical Behavior*. Symposium at the Society for Personality and Social Psychology Annual Conference, San Diego, CA.

32. Hershfield, H.E., Scheibe, S., Sims, T., & Carstensen, L.L. (2012). *When bad can be good: Mixed emotions benefit physical health across the adult life span*. Paper presented at the Society for Personality and Social Psychology Annual Conference, San Diego, CA.

33. Hershfield, H.E. & Goldstein, D.G. (2011). *Making the future self more vivid to increase retirement saving*. Paper presented at the Association for Consumer Research Annual Conference, St. Louis, MO.

34. Hershfield, H.E. (2011). *Don't stop thinking about tomorrow: How constructing the future self can transform intertemporal choice.* Paper presented at the American Council of Life Insurers Conference on "Picturing Your Retirement Income", Washington, DC.

35. Ersner-Hershfield, H. (2011). *Using video technology to enhance retirement saving*. Paper presented at *InvestmentNews* Retirement Income Summit, Chicago, IL.

36. Ersner-Hershfield, H., (2010). *Using novel methods in consumer research*. Paper presented at Federal Reserve Board Forum on Consumer Research & Testing, Washington, DC.

37. Ersner-Hershfield, H. & Goldstein, D.G. (2010). *Increasing retirement saving by making the future self more vivid*. Paper presented at RAND Behavioral Finance Forum, Washington, D.C.

38. Ersner-Hershfield, H., Wimmer, G.E., Knutson, B. (2009). Is it just in your head?: Neural measures of future self-continuity predict temporal discounting. Paper presented at the Society for Judgment and Decision Making Annual Conference, Boston, Massachusetts.

39. Olivola, C.Y. & Ersner-Hershfield, H. (2009). Seeing the future self as an other: Intertemporal choices as interpersonal decisions. Symposium at the Society for Judgment and Decision Making Annual Conference, Boston, Massachusetts.

40. Ersner-Hershfield, H., Wimmer, G.E., Knutson, B. (2009). Saving for the future self: Neural measures of future self-continuity predict temporal discounting. Paper presented at the Association for Consumer Research Annual Conference, Pittsburgh, Pennsylvania.

41. Ersner-Hershfield, H. & Carstensen, L.L. (2009). Long-term effects of poignancy on physical health. Paper presented at the Association for Psychological Science Annual Meeting, San Francisco, California.

42. Ersner-Hershfield, H., Wimmer, G.E., Knutson, B. (2008). Neural evidence for self-continuity in temporal discounting. Paper presented at the Society for Neuroscience Annual Conference, Washington, D.C.

43. Ersner-Hershfield, H. & Blanchard-Fields, F. (2008). The experience of mixed emotions. Symposium at the Society for Personality and Social Psychology Annual Conference, Albuquerque, New Mexico.

44. Ersner-Hershfield, H., Mikels, J.A., Carstensen, L.L. (2008). Poignancy: Mixed emotional experience in the face of meaningful endings. Paper presented at the Society for Personality and Social Psychology Annual Conference, Albuquerque, New Mexico.

45. Zhang, Xin, Ersner-Hershfield, H., Fung, H.H. (2007). Poignancy study in Hong Kong. Paper presented at the American Psychological Association's Annual Convention, San Francisco, California.

46. Ersner-Hershfield, H., Cooper, J., Ghahremani, D.G., Aron, A., Aron, E. N., Lichty, W., Mazaika, P. K., Gabrieli, S., Gabrieli, J.D.E. (2007). Do highly sensitive people have different brains? Paper presented at the American Psychological Association's Annual Convention, San Francisco, California.

47. Ersner-Hershfield, H. & Carstensen, L.L. (2006). Emotional complexity in everyday life across the course of the lifespan. Paper presented at the Gerontological Society of America Annual Scientific Meeting, Dallas, Texas.

48. Ersner-Hershfield, H. & Mikels, J. A. (2005). Emotional Complexity across the Lifespan. Symposium at the Gerontological Society of America Annual Scientific Meeting, Orlando, Florida.

49. Ersner-Hershfield H., Mikels, J. A., Sullivan, S. J., & Carstensen, L. L. (2005). Poignancy: Mixed emotions in the face of a meaningful ending. Paper presented at the Gerontological Society of America Annual Scientific Meeting, Orlando, Florida.

TEACHING EXPERIENCE

UCLA Anderson School of Management

Introduction to Marketing, MBA, FEMBA, EMBA (for each program, highest achieved rating: 5.0 / 5.0)

The Business of Behavior Change, MBA (5.0/ 5.0)

NYU Stern School of Business

Introduction to Marketing, Undergraduate (highest achieved rating: 6.9 / 7.0)

Kellogg School of Management

Negotiations, MBA (highest achieved rating: 9.70 / 10.0)

Stanford University

Personality and Individual Differences: Co-Instructor (4.5 / 5.0)
Advanced Statistics Technique and Theory: Teaching Assistant
Introduction to Statistics: Head Teaching Assistant
Longevity: Head Teaching Assistant
Introduction to Social Psychology: Teaching Assistant

ADVISING EXPERIENCE

Dissertation Committee Chair

Kate Christensen, Marketing, UCLA Anderson, 2021
Joseph Reiff, Behavioral Decision Making, UCLA Anderson, 2023

Dissertation Committee Co-Chair

Elicia John, Marketing, UCLA Anderson, 2019
Megan Weber, Behavioral Decision Making, UCLA Anderson, 2026
Eitan Rude, Marketing, UCLA Anderson, 2027

Dissertation Committee Member

Malena de la Fuente, UCLA Anderson, 2024
David Dolifka, Marketing, UCLA Anderson, 2023
Daniel Mirny, Marketing, UCLA Anderson, 2023
David Zimmerman, Behavioral Decision Making, UCLA Anderson, 2022
Alex Siegel, Psychology, UCLA, 2019
Hye Min Bang, Management, Duke Fuqua, 2018
Charlene Chu, Marketing, UCLA Anderson, 2017
Daniel Walters, Management & Organizations, UCLA Anderson, 2017
Sarah Molouki, Marketing, University of Chicago Booth, 2017
Stephanie Tully, Marketing, NYU, 2015

Sara Robertson, Psychology, University of Southampton, 2014
Sam Maglio, Psychology, NYU, 2012

SERVICE

Editorial Review Board

Journal of Personality and Social Psychology

Ad-Hoc Reviewer

American Psychologist
Basic and Applied Social Psychology
Behavioral and Brain Sciences
Behavioral Public Policy
Behavioral Science & Policy
Cognition
Cognitive Development
Cognitive Psychology
Cognitive Science
Communication Research
Computers in Human Behavior
Current Directions in Psychological Science
Developmental Psychology
Emotion
Experimental Aging Research
European Journal of Social Psychology
Financial Services Review
International Journal of Psychology
Journal of Advertising Research
Journal of Affective Disorders
Journal of the Association for Consumer Research
Journal of Behavioral Decision Making
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Economic Behavior & Organization
Journal of Economic Psychology
Journal of Experimental Child Psychology
Journal of Experimental Psychology: Applied
Journal of Experimental Psychology: General
Journal of Experimental Psychology: Learning, Memory, and Cognition
Journal of Experimental Social Psychology
Journal of Gerontology: Psychological Sciences
Journal of Marketing
Journal of Marketing Research
Journal of Personality
Journal of Personality Assessment
Journal of Personality and Social Psychology
Judgment and Decision Making
Management Science
Motivation and Emotion
Nature Communications
Organizational Behavior and Human Decision Processes

Personality and Social Psychology Bulletin
Perspectives on Psychological Science
Prevention Science
Proceedings of the National Academy of Sciences, USA
Psychiatry: Interpersonal and Biological Processes
Psychological Bulletin
Psychological Review
Psychological Science
Psychology & Aging
Psychoneuroendocrinology
PLoS ONE
Science
Scientific Reports
Self & Identity
Social Cognition
Social Cognitive and Affective Neuroscience
Social Science Computer Review

University Committees

Marketing Area Chair	UCLA Anderson	2022-present
Faculty Executive Committee	UCLA Anderson	2021-2024
Staffing Committee	UCLA Anderson	2017-2021
Ph.D. Liaison, Behavioral Decision Making	UCLA Anderson	2017-2022
Ph.D. Liaison, Marketing	UCLA Anderson	2017-2022
Teaching Improvement Committee	UCLA Anderson	2016-2023
Teaching Innovation Task Force	UCLA Anderson	2016-2018
Seminar Series Organizer	UCLA Anderson	2015-2016
Legislative Assembly Representative	UCLA	2015-2017
Colloquium Series Organizer	NYU Stern	2012-2013
JDM Journal Club Organizer	NYU Stern	2011-2014
Colloquium Committee	Stanford University	2007-2008
Search Committee for the Dean of Humanities and Sciences	Stanford University	2008

PROFESSIONAL AFFILIATIONS

Association for Psychological Science
Association for Consumer Research
Society for Consumer Psychology
Society of Experimental Social Psychology
Society for Judgment and Decision Making
Society for Personality and Social Psychology

GRANTS

2025	Prudential Inclusive Solutions, Finding a Global Perspective on Retirement: Research-Driven Insights for Inclusive Financial Solutions Around the World, $1,137,500
2025	Prudential Inclusive Solutions, Empowering Retirement Futures: Research-Driven Insights for Inclusive Financial Solutions, $572,000
2020-present	Morrison Center for Marketing and Data Analytics
2020	Price Center for Entrepreneurship, with Kate Christensen, $10,000

2015 Science of Imagination, Templeton Foundation, with Diana Tamir and Adam Waytz, $200,000
2013 University of Chicago New Paths to Purpose, with Dan Goldstein, $62,500
2011 Yahoo! Faculty Research and Engagement Award, with Dan Goldstein, $10,000
2010 Transformative Consumer Research Grant from Association for Consumer Research, with Dan Goldstein, $2,500
2009 Dispute Resolution Research Center Grant, $4,000
2008 Russell Sage Foundation Small Grant in Behavioral Economics, $5,000
2008 Center on Advancing Decision Making in Aging, Seed Grant with Christopher Bryan and Lee Ross: Exploring the effectiveness of duty-based arguments for retirement saving, $38,000
2007 Center on Advancing Decision Making in Aging, Seed Grant with Jeremy Bailenson: The vividness of your future self: Using immersive virtual reality to increase retirement saving, $38,000
2007 Center on Advancing Decision Making in Aging, Seed Grant with Brian Knutson and Kacey Ballard: Investing in the future you: Delay discounting in younger and older adults, $40,000
2004 Norman H. Anderson Research Grant, $1,000